**EoI Ref : CC/56/SM/19 Dated 06.11.2019**

**EXPRESSION OF INTEREST (EOI)**

**Sub :Hiring of a Professional Agency for Social Media**

BEML Limited, A Miniratna Category I Public Sector Undertaking under the Ministry of Defence, proposes to appoint a professional agency to enhance its Social Media presence viz. Facebook; Twitter; Instagram, LinkedIn, You Tube, Wikipedia etc. This will create a strong brand image of BEML among external and internal public and it will go a long way in compensating BEML’s business prospects over a period of time.

In this regards BEML invites EOI from reputed agencies within 30 days from the date of publication of this EOI. The shortlisted agencies fulfilling the criterions set hereunder will be requested to make a detailed presentation to the Management of BEML. Based on the evaluation of BEML’s Management the shortlisted agencies will be informed for further financial evaluation.

**DIGITAL AGENCY SCOPE OF WORK**

1. **Digital strategy and planning** 
   * Develop BEML’s digital strategy aligned to brand and key business goals

* Develop a quarterly plan for digital program, with monthly activities
* Develop a content calendar for stories on monthly basis
* Provide weekly status report which details activities undertaken
* Provide a monthly & quarterly report with an analysis of results achieved

1. **Social media brand channel management**

* Manage BEML’s official social media channels, namely,
  + Facebook, Twitter: corporate brand
  + YouTube channel
* Develop content tone, themes and visual language that reflects BEML’s brand identity and customer proposition
* Devise monthly campaigns to enhance reach and engagement among target stakeholders

1. **LinkedIn corporate page**

* Manage BEML’s corporate LinkedIn company page
* Update and manage key leadership profiles on LinkedIn
  + Chairman & Managing Director, BEML Limited
* Create 2-3 planned short format content updates per week
* Develop two thought leadership articles on a monthly basis
* Highlight corporate culture, news and engagement initiatives and key aspects of BEML Limited’s employer brand to attract and retain employees
* Engage with relevant stakeholders and key influencers along with responses to queries and feedback

1. **Social listening and response management**

* Deploy a robust social media listening platform to monitor conversations about BEM across key digital news platforms, social media channels, forums and communities
* Develop a framework for customer / end user response management through BEML’s digital channels
* Define a customer response process and responses to most frequently asked questions with inputs from BEML
* Respond to queries and feedback received on official brand channels within the mutually decided timeframe, with inputs from the client

1. **Wikipedia page**

* Assist in updating and managing BEML Limited’s Wikipedia page
* Develop and update content based on latest updates and initiatives featured in the news media

1. **Digital influencer engagement**

* Identify and map digital influencers relevant to the brand
* Engage digital content creators and influencers relevant to the brand and category active on blogs and social media channels
* Conduct one expert-led digital webinar and / or live chat per quarter to exchange ideas and thoughts with key influencers

1. **Search Engine Optimisation (SEO)**

* Conduct on-page and off-page search engine optimization activities to enhance visibility for positive information and content about the brand
* Deploy search strategies to improve rankings of BEML Limited’s website
* Develop meta-content in terms of tags, descriptions and keywords for domains and other content sharing websites

1. **Content creation**

* Develop relevant content (text, images, short clips) for digital news platforms, influencer engagement and social media program
* Develop creative and copy for digital ads as per specifications of individual digital channels

1. **Digital ads program**

* Develop digital advertising approach to enhance brand visibility
* Execute digital ads campaign through key digital channels relevant to the brand and category, namely,
  + Google Search & Display
  + Social media channels
  + YouTube
  + Trade websites
  + Other relevant platforms
* Optimise digital ads to increase campaign effectiveness and improve results

1. **Program metrics**

* Key metrics that can be fine-tuned further –
  + Increase in reach and engagement among key stakeholders
  + Increase in brand endorsements by employees and influencers
  + Share of voice of the brand and leadership in the category
  + Digital ads campaign effectiveness in terms of cost and conversion
* Comparison with key competition with monthly and quarterly benchmarks

***Requirements which have to be met by the agency during stage by providing relevant documents is at Annexure – 1***

**Contact details for any clarifications is as below :**

Name : Ramanand .S

Designation : AGM (CC)

Email : [corpcomm@beml.co.in](mailto:corpcomm@beml.co.in)

Contact No : 080-22963210

**Submission of the EOI**

The EOI shall be submitted on or before ***14:00 hours of 09.12.2019*** with Annexure - 1 (Parametres). EOI in sealed covers stating compliance to all the points should be sent to the following address ***super scribing the EOI reference and closing date*** to the following address. *(****EoI Ref : CC/56/SM/19 closing date : 09.12.2019)***

**General Manager –Corporate Materials**

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